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Events Management 3rd Edition

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associated with planning, managing and staging events.

9781856178181: Events Management - AbeBooks - Bowdin ...

Unlike the competition, which does not cover the subject with sufficient breadth and depth, Events Management third edition provides a complete resource with all the information a student needs about the principles and practices associated with planning, managing and staging events. The chapter structure has been revised, expanded and updated to reflect developments and changes in priorities in ...

Events Management , by Bowdin, Glenn

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Strategic Sports Event Management: Third edition - 3rd ...

Events Management, Third Edition Paperback – International Edition, October 8, 2010. by Glenn Bowdin (Author), Johnny Allen (Author), William O'Toole (Author), Rob Harris (Author), Ian McDonnell (Author) & 2 more. 4.7 out of 5 stars 43 ratings. See all formats and editions.

Events Management, Third Edition: Bowdin, Glenn, Allen ...

This third edition provides a definitive grounding in the development and management of small to large scale events. The book provides an introduction to events management, then goes on

to examine the design, administration and marketing of events, as well as the operational and risk management aspects.

Events Management: A Developmental and Managerial Approach

...

Events Management is the must-have introductory text providing a complete A-Z of the principles and practices associated with planning, managing and staging events. Events Management is supported by a website (<http://em.worldofevents.net>) which includes updates, downloadable figures from the book and an online 'history of events', together with links to websites and other resources for both students and lecturers.

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Section Three looks at the event project in detail and focuses on the systems event managers can use to plan and manage events, discussing project management, control and budgeting, risk management and legal issues, logistics, staging and the process of monitoring and evaluating events and reporting back to stakeholders.

Events Management: Amazon.co.uk: Bowdin, Glenn, O'Toole ...

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Edition: 3, revised: Publisher: Routledge, 2012: ISBN:

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Events Management - Glenn Bowdin, Johnny Allen, Rob Harris ...

Description. Events Management is the must-have introductory text

providing a complete A-Z of the principles and practices of planning, managing and staging events. The book: introduces the concepts of event planning and management. presents the study of events management within an academic environment show more.

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introduces the concepts of event planning and managementpresents the study of events management within an academic environmentdiscusses the key components for staging an event, covering the whole process from creation to evaluationexamines the events industry within its broader business context, covering impacts and event tourismprovides an effective guide for producers of eventscontains learning objectives and review questions to consolidate learning.

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The hosting of sports events – whether large international events, or smaller niche events – can have a significant and long-lasting impact on the local environment, economy and society. Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports.

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